

Claims

1. A computer provided with a word processing program comprising a syntax evaluation and amendment means adapted to identify predetermined syntax arrangements in inputted text, and to provide alternative syntax arrangements for the inputted text, characterised in that the inputted text is intended to advertise, promote or market goods or services, and the alternative syntax arrangements are adapted to enhance the capability of the inputted text to promote said goods or services.
2. A computer as claimed in Claims 1 in which the syntax evaluation and amendment means is further adapted to identify predetermined characteristics of words or phrases in inputted sentences, and to provide words or phrases with alternative predetermined characteristics.
3. A computer as claimed in Claim 2 in which the syntax evaluation and amendment means is adapted to identify the following syntax arrangements and characteristics of words or phrases: Cause and Effect, Comparative Deletion, Complex Equivalent, Conversational Postulate, Convincer Presupposition, Double Bind, Extended Quotes, Lack of Referential Index, Lost Performative, Mind Read, Modal Operator, Nominalizations, Pacing Current Experience, Phonological Ambiguity, Presupposition, Punctuation Ambiguity, Selectional Restriction Violation, Scope Ambiguity, Syntax Ambiguity, Tag Question, Universal Quantifier, Unspecified Verbs, Utilisation, Visual Word, Kinesthetic Word, Auditory Word, Logical word, as defined herein.

4. A computer as claimed in Claim 3 in which each sentence is given a score according to the following formula:

Syntax arrangement	If first identified arrangement	If second identified arrangement	If further identified arrangement
Convincer presupposition	7	3.5	1.75
Complex equivalent	7	3.5	1.75
Cause and effect	7	3.5	1.75
Nominalizations	6	3	1.5
Presuppositions	6	3	1.5
Tag questions	5	2.5	1.75
Comparative deletions	4	2	1
Phonological ambiguities	4	2	1
Punctuation ambiguities	4	2	1
Scope ambiguities	4	2	1
Syntax ambiguities	4	2	1
Double binds	4	2	1
Modal operator	3	1.5	0.75
Universal quantifier	2	1	0.5
Mind reads	2	1	0.5
Lost perfoamtives	2	1	0.5
Visual word	1	0.5	0.25
Kinisthetic word	1	0.5	0.25
Auditory word	1	0.5	0.25
Logical word	1	0.5	0.25
Lack of referential index	0.2	0.1	0
Unspecified verbs	0.2	0.1	0
Conversational Postulates	0.2	0.1	0
Extended Quotes	0.2	0.1	0
Pacing Current Experience	0.2	0.1	0
Selectional Restriction Violations	0.2	0.1	0
Utilisations	0.2	0.1	0

5. A computer as claimed in Claim 4 in which the score for a sentence derived from the first formula is effected by the score for the sentences on each side of the sentence.

6. A computer as claimed in Claim 4 or 5 in which the syntax evaluation and amendment means comprises a text amendment sub program comprising a text evaluation sub program, a target syntax arrangement and word type database, a

dictionary, a thesaurus, an alternative syntax arrangement and word type database, and an alternative text generation sub program.

7. A computer as claimed in Claim 6 in which the text evaluation sub program is adapted to identify predetermined particular words or phrases in inputted sentences, in which said words or phrases are keywords relating to the characteristics of the goods or services to be promoted, action words relating to the actions the inputted text is intended to illicit, or synonyms for said words, and in which the text evaluation sub program is adapted to alter the score for each sentence according to the following formula:

	Keyword	Action	Synonym
Sentence Score	X2	X1.4	X1.2

8. A computer as claimed in Claim 7 in which the text evaluation sub program is adapted to categorise each sentence in the inputted text as red and requiring amendment, amber and requiring consideration of amendment, or green and requiring no amendment, and in which the thresholds for each category are set according to the following formula:

	Green	Amber	Red
1-49 sentences	8 or more	4-7	0-3
50-99 sentences	6 or more	2-5	0-1
100 or more sentences	5 or more	1-4	0

9. A computer as claimed in Claim 8 in which the alternative text generation sub program is adapted to provide alternative sentences provided with syntax arrangements, word or phrase types, or particular words or phrases, which provide the alternative sentence with a green score.

10. A computer as claimed in Claim 9 in which the text evaluation sub program is adapted to create a graph to represent the scores for each sentence in the inputted text, in which the horizontal axis of the graph lists the sentences in order, and the vertical axis lists the score.
11. A computer as claimed in Claim 10 in which each horizontal point on the graph can be selected and dragged up to another point on the vertical axis, and in which the alternative text generation sub program generates an alternative sentence to replace the sentence which corresponds to the horizontal point, with a score which corresponds to the new vertical point on the graph.
12. A computer substantially as described herein and as shown in the accompanying figures.
13. A computer program and/or data which enables a computer to run a word processing program comprising a syntax evaluation and amendment means adapted to identify predetermined syntax arrangements in inputted text, and to provide alternative syntax arrangements for the inputted text, characterised in that the inputted text is intended to advertise, promote or market goods or services, and the alternative syntax arrangements are adapted to enhance the capability of the inputted text to promote said goods or services.
14. A medium which holds thereon a program and/or data for enabling a computer to run a word processing program comprising a syntax evaluation and amendment means adapted to identify predetermined syntax arrangements in inputted text, and to provide alternative syntax arrangements for the inputted text, characterised in that the inputted text is intended to advertise, promote or market goods or services, and the alternative syntax arrangements are adapted to enhance the capability of the inputted text to promote said goods or services, and in which said medium is computer processable.

15. A method of amending text intended to advertise or market goods or services including the steps:

- 1) Identifying predetermined syntax arrangements in the text.
- 2) Providing alternative syntax arrangements adapted to enhance the capability of the text to promote said goods or services.

16. A method according to Claim 14 in which a computer provided with a word processing program according to Claim 1 is used to implement steps 1) and 2).